



Web 2.0 is not...

a “look”.

Web 2.0 is not...

all about technology.

It is an era.

But how did we get here?

- Talking – Conversation
- Reading – Newspapers
- Listening – Radio
- Watching – Television
- Browsing – Web 1.0
- Searching – Web 1.5
- Sharing == Web 2.0



Moving from...

Messages/branding	→	Authenticity
Commercial pursuits	→	Social pursuits
Competition	→	Collaboration
Copyright	→	Copy-left
Delivery of data	→	P2P file-sharing
Individuality	→	Independence
Secrecy & spying	→	Openness & sharing
Security & privacy	→	Public & proud
One-way portals	→	Multi-directional APIs
Centralization	→	Decentralization

Core tenets of Web 2.0



Openness



Collaboration



Community

What does this mean for
government?

The productivity gains from
Web 1.0 have been used up.

The efficiency gains and the real value of
Web 2.0 will come from **collaboration**.

Web 1.0 → eGov

Web 2.0 → ????

eGov, iGov, we all Gov

efficiency & invisibility

Web 2.0 Value for Government
Federal Computer Week

- Wikis – 46.2%
- Instant Messaging – 26.9%
- Social Networks – 11.5%
- Blogs – 9.6%
- Online Chats – 5.8%



The 5 Ws

Who? What? When?
Where? Why?

Who?



Web 2.0 is about people.

Who?

Human language, not marketing language

- Markets are not eyeballs, users, and consumers.
- Constituents are individuals – conversing & interacting with one another

Web 2.0 is about people.

Who?

Collective User Value

- Benefiting from massive traffic and use
- The more users, the better the system performs

Web 2.0 is about people.

Who?

Harnessing Collective Intelligence

- Wikinomics & Crowdsourcing
- Architecture of Participation

Web 2.0 is about people.

What?



What?

Data is the “Intel Inside”

- Unique, hard-to-replicate data source = competitive advantage
- Large amounts of data create their own algorithms & patterns

Web 2.0 is about data.

What?

Mashed Up

- “High-tech versions of Tinkertoys”
- Individual pieces of data become more valuable

Web 2.0 is about data.

There are creative people all around the world...and they are going to think of things to do with our [data] that we didn't think of.

Vint Cerf, Google

Web 2.0 is about data.

Quick Case Study

iamcaltrain.com

Weekday Northbound service

Train No.	101	103	305	207	309	211	313	215	217	319	221	323	225	227	329	231	233	135	237	139	241	143	245	147	249	151	
Gilroy									6:07		6:30			7:05													
San Martin									6:16		6:39			7:14													
Morgan Hill									6:22		6:45			7:20													
Blossom Hill									6:35		6:58			7:33													
Capitol									6:41		7:04			7:39													
Tamien	4:58		5:50	5:56					6:49	6:56	7:12			7:47	7:56		8:33		9:33		10:33		11:33		12:33		
San Jose	4:30	5:05	5:45	5:57	6:03	6:22	6:45	6:50	6:57	7:03	7:20	7:45	7:50	7:55	8:03	8:22	8:40	9:10	9:40	10:10	10:40	11:10	11:40	12:10	12:40	1:10	
College Park	-	-	-	-	-	-	-	-	-	-	-	-	-	7:58	-	-	-	-	-	-	-	-	-	-	-	-	
Santa Clara	4:35	5:10	-	6:02	-	6:27	-	-	7:02	-	7:25	-	-	8:02	-	8:27	8:45	9:15	9:45	10:15	10:45	11:15	11:45	12:15	12:45	1:15	
Lawrence	4:40	5:15	-	6:12	-	-	-	-	7:12	-	7:30	-	-	8:12	-	-	8:50	9:20	9:50	10:20	10:50	11:20	11:50	12:20	12:50	1:20	
Sunnyvale	4:44	5:19	-	6:18	6:13	-	-	7:00	7:18	7:13	-	-	8:00	8:18	8:13	-	8:54	9:24	9:54	10:24	10:54	11:24	11:54	12:24	12:54	1:24	
Mountain View	4:49	5:24	5:57	6:23	-	6:37	6:57	7:05	7:23	-	7:37	7:57	8:05	8:23	-	8:37	8:59	9:29	9:59	10:29	10:59	11:29	11:59	12:29	12:59	1:29	
San Antonio	4:53	5:28	-	6:27	-	-	-	-	7:27	-	-	-	-	8:27	-	-	9:03	9:33	10:03	10:33	11:03	11:33	12:03	12:33	1:03	1:33	
California Ave	4:57	5:32	-	6:31	-	-	-	7:11	7:31	-	-	-	8:11	8:31	-	-	9:07	9:37	10:07	10:37	11:07	11:37	12:07	12:37	1:07	1:37	
Palo Alto	5:01	5:36	6:05	6:36	6:23	-	7:05	7:16	7:36	7:23	-	8:05	8:16	8:36	8:23	-	9:11	9:41	10:11	10:41	11:11	11:41	12:11	12:41	1:11	1:41	
Menlo Park	5:04	5:39	-	6:39	-	6:45	-	-	7:39	-	7:45	-	-	8:39	-	8:45	9:14	9:44	10:14	10:44	11:14	11:44	12:14	12:44	1:14	1:44	
Redwood City	5:09	5:44	-	6:45	6:30	6:51	-	-	7:45	7:30	7:51	-	-	8:45	8:30	8:51	9:19	9:49	10:19	10:49	11:19	11:49	12:19	12:49	1:19	1:49	
San Carlos	5:13	5:48	-	-	-	6:55	-	7:24	-	-	7:55	-	8:24	-	-	8:55	9:23	9:53	10:23	10:53	11:23	11:53	12:23	12:53	1:23	1:53	
Belmont	5:16	5:51	-	-	-	6:58	-	-	-	-	7:58	-	-	-	-	8:58	9:26	9:56	10:26	10:56	11:26	11:56	12:26	12:56	1:26	1:56	
Hillsdale	5:19	5:54	6:16	6:51	-	7:02	7:16	7:28	7:51	-	8:02	8:16	8:28	8:51	-	9:02	9:29	9:59	10:29	10:59	11:29	11:59	12:29	12:59	1:29	1:59	
Hayward Park	5:22	5:57	-	-	-	7:05	-	-	-	-	8:05	-	-	-	-	9:05	-	10:02	-	11:02	-	12:02	-	1:02	-	2:02	
San Mateo	5:25	6:00	-	-	6:39	7:08	-	7:32	-	7:39	8:08	-	8:32	-	8:39	9:08	9:33	10:05	10:33	11:05	11:33	12:05	12:33	1:05	1:33	2:05	
Burlingame	5:28	6:03	-	-	-	7:11	-	7:35	-	-	8:11	-	8:35	-	-	9:11	9:36	10:08	10:36	11:08	11:36	12:08	12:36	1:08	1:36	2:08	
Millbrae	5:3																										
San Bruno	5:3																										
So. San Francisco	5:4																										
Bayshore	5:4																										
22nd Street	5:5																										
San Francisco	6:01	6:36	6:42	7:19	7:02	7:48	7:42	7:57	8:19	8:02	8:48	8:42	8:57	9:19	9:02	9:45	10:02	10:41	11:02	11:41	12:02	12:41	1:02	1:41	2:02	2:41	

www.caltrain.org

iamCaltrain
BETA

START END Search

San Mateo
2 North B Street, San Mateo, CA

Today's next trains

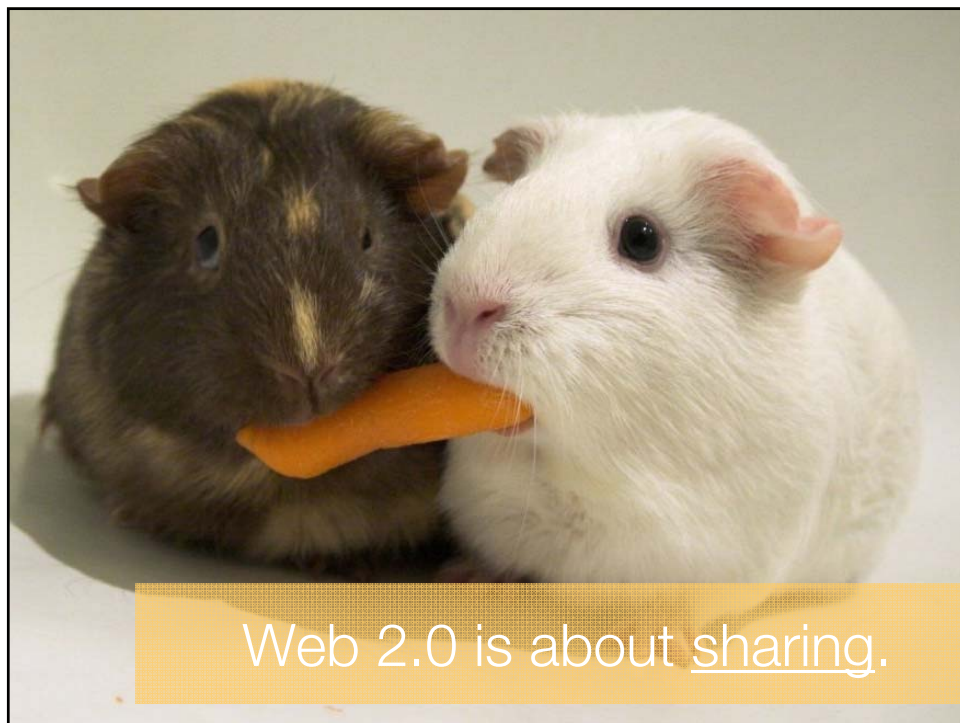
Northbound
23:25 - 195 local in 43 minutes

Southbound
00:32 - 196 local in 1 hour and 50 minutes

[Plan a trip to or from San Mateo station.](#)

www.iamcaltrain.com

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What?

Collaboration & Sharing

- A culture of sharing
- Old = knowledge management
New = knowledge sharing

Web 2.0 is about sharing.

When?



When?

Real-time, Always On, Immediate

- Real-time interactions among users
- Real-time user-facing services based on your data
- Dialog
- Viral
- Barriers to entry have disappeared

Web 2.0 is NOW.

Where?



Web 2.0 is about the network.

Where?

The Internet as a platform

- Cloud Computing
 - The computer is every computer.
- Not tied to a specific device

Web 2.0 is about the network.

Where?

Positive Network Effects

“Every true web 2.0 company is building a database whose value grows in proportion to its number of users.”

- *Tim O'Reilly*

- Value increases as more people use it
- You only get out of it what you put into it

Web 2.0 is about the network.

Why?

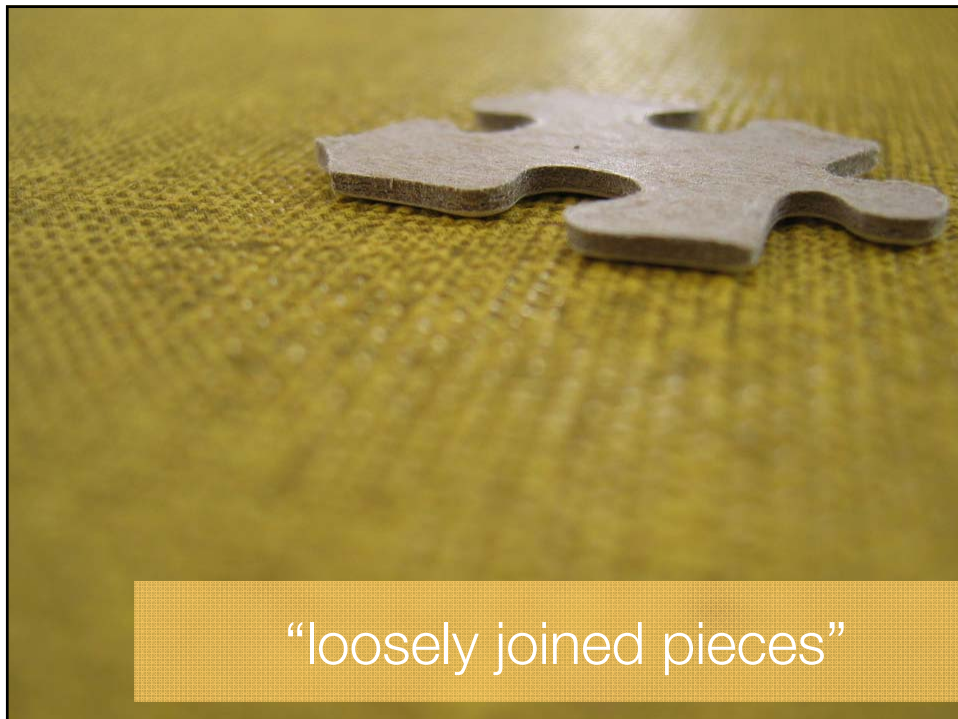


Future of eGovernment

- moving away from “one stop shop” portal
- turning more towards mashups
- reusability of content and web services

*The ability to **integrate** information and services more easily with Web 2.0 technologies will cause a **fundamental rethinking** of how government services are delivered online and of what constitutes government data and processes.*

Gartner, *The Real Future of E-Government: From Joined-Up to Mashed Up*



“loosely joined pieces”

It's important to **distinguish** between *collecting private information*, and collecting or monitoring *aggregate or public information*.

Why Openness?

- accessible via multiple channels
 - some of which are not controlled or directly owned by the government.
- customizable
- findable

Our portals as a springboard

- enable change
 - in attitude, ideals & practice
- be open
 - in attitude, ideals & practice
- be part of the community
 - encourage small business, independents, DIY
- get people participating
 - open up ways to get people involved.



Trust → Empowerment

Cooperate with your citizens.

Reward collaboration.

Loosen the grips of control.

Examples

Some of my favorite sites.

What they do, and how you might
use them.

flickr

folksonomy-based photo-sharing

twitter

Twitter is a service for friends, family, and
co-workers to communicate and stay
connected through the exchange of quick,
frequent answers to one simple question:
What are you doing?

get satisfaction

people-powered customer service

So what can we do now?

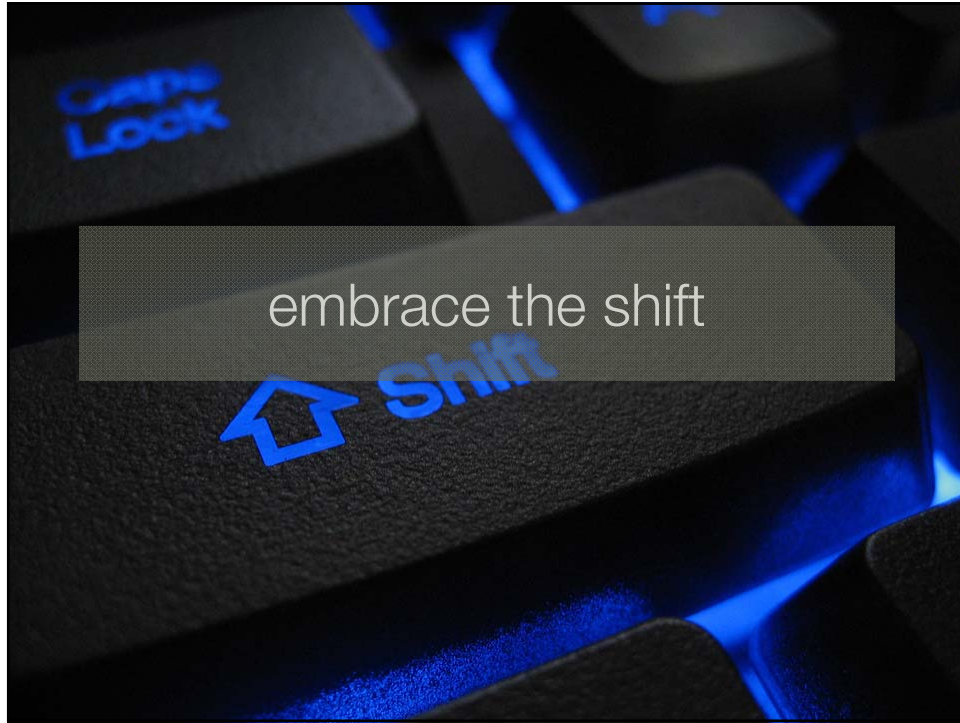
- Be open to technology – think outside the box.
- Think about your data in “layers” – for google, twitter, iCal.
- Start to embrace the culture of openness.

*At the end of the day, it's not even about collecting information on your portals. The best way to make yourself web 2.0 is actually to **expose** your data in ways that let other people **re-use** it.*

Tim O'Reilly, *Government Thinking about Web 2.0*

Web 2.0 is not about the technology or the people using it.

It is the emergence of a new era,
a shift in ideals,
enabled by the technology.



Thank you!

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